



**FACTS:**

- ▶ 4,378 pedestrians were killed in traffic crashes in 2008
- ▶ Children 14 and-younger accounted for 6 percent of those fatalities
- ▶ Adults 65 and older accounted for 18 percent of all pedestrian fatalities\*



**LIFE IS  
PRECIOUS**

**Look before stepping into  
a life-changing moment**

\*All statistics obtained from National Highway Traffic and Safety Administration.